



**THE FIELD OF DISCOURSE OF ADVERTISEMENTS IN
INSTYLE MAGAZINE ISSUED IN AUGUST 2010**

**By
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**DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MURIA KUDUS**

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INSTYLE MAGAZINE ISSUED IN AUGUST 2010**

SKRIPSI

**Presented to The University of Muria Kudus
In Partial Fulfillment of the Requirements
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In English Education**

By

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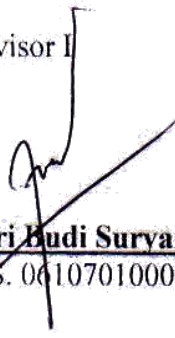
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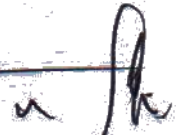

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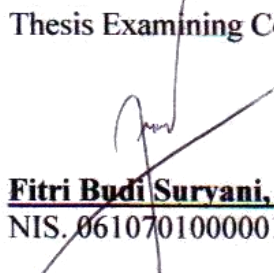


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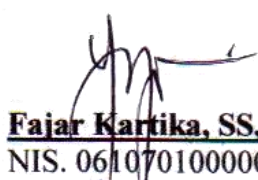
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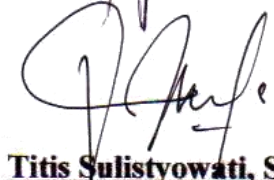
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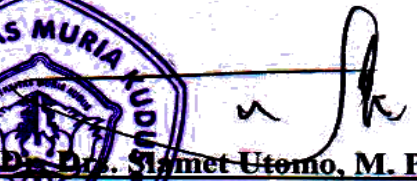


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MOTTO AND DEDICATION

Motto:

- Anyone who does not take the truth seriously in small matters cannot be trusted in large ones either. (Albert Einstein)

Dedication:

I dedicate my skripsi to:

- Allah SWT the Almighty and my Prophet Muhammad, peace be upon on him.
- My incredible parents, especially my beloved deceased mother, for love and everything given that I cannot return at all eventually
- My brothers (Taufiq Aulia R.) who always become my spirit to conquer every single obstacle
- All my friends in English Education department

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In the name of Allah, the most gracious and the most merciful, in this occasion, I would like to express my gratitude to the God, Allah S.W.T., who has given me mercies and blessing so that I can accomplish this skripsi entitled *“The Field of Discourse of Advertisements in InStyle Magazine Issued in August 2010”*.

There are many people who are implicated and give their own contribution during my struggle to accomplish this skripsi. Therefore, in this special occasion, I would also like to convey my special gratitude to them. They are:

1. Dr. Drs. Slamet Utomo, M.Pd, the Dean of Teacher Training and Education Faculty of Muria Kudus University and also my second advisor who already gives me wise suggestions in completing this skripsi
2. Diah Kurniawati, S.Pd, M.Pd as the Head of English Education Department of Teacher Training and Education Faculty of Muria Kudus University.
3. Fitri Budi Suryani, S.S. M.Pd as my first advisor who gives me her best effort I could never imagine before
4. All of the lecturers who taught me during studying at the Faculty.
5. My beloved parents, brothers, and the entire families who give me everything
6. All of my friends that I cannot mention one by one

I am positive that there are many mistakes I make elsewhere. Therefore, I apology for any mistakes and happily receive any constructive criticism and suggestion, but I hope that it will be useful for those especially who are in the field of education

Kudus, June, 2013

Hidayathul Mahmudah

ABSTRACT

Mahmudah, Hidayathul. 2013. *The Field of Discourse of Advertisements in InStyle Magazine Issued in August 2010*. Skripsi. English Education Department. Teacher Training and Education Faculty. Muria Kudus University. Advisor Lecturer: (I) Fitri Budi Suryani, SS, M.Pd (II) Dr. Slamet Utomo, M. Pd

Key Words: Field of discourse and advertisements in InStyle magazine

Field of discourse is extremely needed to interpret discourses successfully, in this case advertisements in InStyle magazine issued in August 2010. When we want to understand and interpret the substance of the advertisement whether it has been appropriate or not with its context of situation and its objectives, we should explore how the language is used within the discourse. As a result, the term 'field of discourse' is absolutely needed as it enables us to access information about what is going on and what is being talked about in a text

The objectives of the research are to find out the process types and circumstances and to describe field of discourse behind advertisements in InStyle magazine issued in August 2010 as I am positive that advertisement, which is one example of discourses, must contain either various explicit or implicit information that is remarkably influenced by distinctive selection on processes and circumstances which affect on variance of field of discourse.

The design of the research is qualitative research which is in form of content analysis since this research aims to investigate and solve current problem by stating the problem, collecting and analyzing the data to answer the problem and arranging conclusion at very the end of the research. It also and implicates systemic functional grammar.

From the labeled data, I found that there are 179 process types there. Those total numbers cover 91 material processes, 19 mental processes, 1 behavioral process, 1 verbal process, and 67 relational processes. Meanwhile, the occurrence of the circumstances is 65 circumstances. Those total numbers cover 5 types of circumstances i.e. 8 extent, 18 location, 18 manner, 5 cause, and 16 accompaniment. Then, by identifying the field of discourse in advertisements in InStyle magazine, I conclude that the field of discourse of each product is not alike. Each product has distinctive field of discourse. It is basically influenced by the process types and circumstances that build up the advertisements.

Finally, I address the suggestion for the last part of this skripsi to the students of English Education department, the lecturers, and the future researches. For the students: I suggest them to fully concern on process types and circumstances when they are intended to determine field of discourse in a certain text as different objectives, occasions and writers will affect on the different choice of process types and circumstances that make distinctive field of discourse come out. For the lecturers: I suggest the them to lead the students to hold a study like this sort study as many as possible in order to increase students' interests to the process types and circumstances that become the key in revealing linguistic features in particular genre, and field of discourse that help readers to know what is going on and what is being talked about in a text, and functional grammar in general. For the future researchers: I suggest them to consider my research as previous research finding to sustain their research.

ABSTRAKSI

Mahmudah, Hidayathul. 2013. *Field of Discourse dari Iklan di Majalah InStyle yang Terbit di Bulan Agustus 2010*. Skripsi. Pendidikan Bahasa Inggris. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Muria Kudus. Dosen Pembimbing: (I) Fitri Budi Suryani, SS, M.Pd (II) Dr. Slamet Utomo, M. Pd

Kata Kunci: *Field of discourse* dan Iklan di Majalah InStyle

Field of discourse sungguh diperlukan untuk menginterpretasikan wacana dengan tepat, dalam hal ini iklan di majalah Instyle yang terbit bulan Agustus 2010. Ketika kita ingin memahami dan menginterpretasikan iklan apakah telah sesuai konteks situasi dan tujuannya, kita semestinya mencari tahu bagaimana bahasa digunakan dalam wacana. Hasilnya, *field of discourse* benar-benar dibutuhkan karena dia memungkinkan kita untuk mengakses informasi tentang apa yang sedang dibicarakan dalam teks.

Penelitian ini bertujuan untuk menemukan *process type* dan *circumstance* dan menginterpretasikan *field of discourse* di iklan di majalah InStyle yang terbit di bulan Agustus 2010 karena saya yakin bahwa iklan sebagai salah satu contoh wacana tentu mengandung informasi yang beragam baik tersurat maupun tersirat yang di pengaruhi oleh perbedaan *process type* dan *circumstance* yang berdampak pada perbedaan *field of discourse*.

Desain penelitian ini adalah kualitatif yang berbentuk konten analisis. karena penelitian ini berupaya untuk meninvestigasi dan memecahkan masalah dengan cara merumuskan masalah, mengumpulkan dan menganalisa data untuk menjawab rumusan masalah, dan menyusun kesimpulan pada akhir penelitian. Penelitian ini juga melibatkan *systemic functional grammar*.

Dari data yang diperoleh, saya menemukan ada 179 process type. Jumlah tersebut mencakup 91 *material processes*, 19 *mental processes*, 1 *behavioral process*, 1 *verbal process*, dan 67 *relational processes*. Sementara itu, ada kemunculan *circumstance* sebanyak 65 *circumstance*. Jumlah tersebut mencakup 5 tipe *circumstances* yakni 8 *extent*, 18 *location*, 18 *manner*, 5 *cause*, and 16 *accompaniment*. Kemudian, melalui interpretasi *field of discourse*, saya menyimpulkan bahwa *field of discourse* masing – masing produk tu tidaklah sama. Masing – masing produk memiliki *field of discourse* yang berbeda yang pada dasarnya dipengaruhi oleh perbedaan *process type* dan *circumstance* yang membangun iklan tersebut.

Pada akhirnya, saya menyampaikan saran sebagai bagian terakhir dari skripsi ini kepada mahasiswa Pendidikan bahasa Inggris, dosen, dan peneliti selanjutnya. Untuk mahasiswa: saya menyarankan mereka untuk memperhatikan *process type* dan *circumstance* ketika mereka berniat menganalisa *field of discourse* di teks yang berbeda mengingat bahwa tujuan, situasi, dan penulis yang berbeda akan berdampak pada pemilihan *process type* dan *circumstance* yang berbeda pula sehingga *field of discourse* nya pun akan berbeda. Untuk dosen: saya menyarankan agar supaya dosen mengarahkan mahasiswa untuk mengadakan penelitian yang sejenis sebanyak mungkin untuk meningkatkan ketertarikan mahasiswa terhadap *process type* dan *circumstance* yang menjadi kunci dalam mengungkap ciri kebahasaan dalam genre tertentu, dan *field of discourse* yang membantu pembaca untuk mengetahui apa yang dibicarakan dalam teks, dan *functional grammar* secara umum. Untuk peneliti berikutnya: saya menyarankan mereka untuk mempertimbangkan penelitian saya sebagai *previous research* untuk mendukung penelitian mereka.

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